

## **ABSTRACT**

**Ferdiyanto. 3020611030. 2010. *An Analysis of Perceptual Mapping of Service Quality Attribute of Gramedia Book Store Pangkalpinang*. 51 + xi pages.**

*This research was conducted to measure the importance rate and the service quality rate of Gramedia Book Store Pangkalpinang. It aims to produce the perceptual map of consumers for service factors using descriptive qualitative method in order to describe the result of collecting data and observation.*

*Scoring of service quality was based on five services quality dimension such as reliability, responsiveness, assurance, empathy, and tangible. The result of this research proved that there were not only important and less important service factors for consumers but also satisfying and non-satisfying service factors. It means company management needs to evaluate and to improve the services quality immediately by developing the employees.*

*Hopefully, this research can be a feedback for Gramedia Book Store management in improving its services and be a reference for other researchers to conceive the perceptual mapping.*

*Key words: Perceptual Map, importance rate, and service quality rate.*